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PRESS RELEASE

Tele2 AB: Annual Report 2014

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces that its Annual Report 2014 is available at www.tele2.com

Last year Tele2 decided to reduce the so called front-end part of the report, and now considers the Annual Report as a filing product with the annual financial review in focus. This means that Tele2 has transformed large parts of the descriptive content on what we are doing within the fields of Corporate Responsibility, Strategy, Products & Services and Human Resources to our corporate website, tele2.com. This enables a steady flow of information that is updated and presented in a more attractive way.

Lars Torstensson, Executive Vice President of Group Communications and Strategy at Tele2 AB, comments: "We consider the traditional printed Annual Report format, with a large front-end, to be a thing of the past. By moving certain parts of the information to our website, we are able to continuously update the information and thereby give our stakeholders relevant information all year round. Last year proved to work well, hence we chose to continue the same approach with the Annual Report 2014."

The traditional Annual Report is available as a downloadable pdf-file on www.tele2.com

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TELE2 IS ONE OF EUROPE'S FASTEST GROWING TELECOM OPERATORS, ALWAYS PROVIDING CUSTOMERS WITH WHAT THEY NEED FOR LESS. We have 14 million customers in 9 countries. Tele2 offers mobile services, fixed broadband and telephony, data network services and content services. Ever since Jan Stenbeck founded the company in 1993, it has been a tough challenger to the former government monopolies and other established providers. Tele2 has been listed on the NASDAQ OMX Stockholm since 1996. In 2014, we had net sales of SEK 26 billion and reported an operating profit (EBITDA) of SEK 5.9 billion.

The logo for Tele2, featuring the word "TELE2" in a bold, black, sans-serif font. The "2" is significantly larger and more stylized than the other characters, with a thick, blocky appearance.